

## **Emerald Connect Returns as Petabyte Sponsor of Broker-Dealer Technology Conference**

**San Diego, CA (January 10, 2014)** — Emerald Connect, LLC, announced today that it will be the exclusive Petabyte Sponsor of the TechLeaders 2014 broker-dealer technology conference, which is being held from March 31 to April 2, 2014, at The Omni Mandalay Hotel at Las Colinas in Irving, Texas.

The annual conference attracts technology providers and executives from independent and regional broker-dealers and provides an open, collaborative environment in which providers and users can share technology solutions that best serve the needs of the financial marketplace.

This will be the second year that Emerald Connect has been the premier sponsor of the event. Paul Peterson, President of Emerald Connect, said, "We are honored to return as the Petabyte Sponsor and to be recognized as a technology leader. TechLeaders serves as an opportunity for broker-dealers to influence what vendors will develop next, and it should be on every broker-dealer's must-attend list for 2014. Our participation enables us to solidify future partnerships and influence the long-term future vision for where the broker-dealer industry wants to be in two, three, or five years."

Peter Montoya, Executive Producer of TechLeaders, said, "The conference provides a dedicated agenda that gives broker-dealers access to a vast array of new and updated technology solutions for their practices. We facilitate solid discussions regarding trends and innovations and foster a collaborative, noncompetitive learning environment where tech providers and users can advance the capabilities of our industry."

### **About Emerald Connect**

For more than 27 years, Emerald Connect has been the premier provider of solutions-based marketing and technology tools for the financial services industry. Our product line has expanded to include client newsletters, comprehensive and topic-specific seminars, compliant social media content, targeted email marketing, and direct-mail support services that set the benchmark for the industry. Emerald is also the leading provider of mobile-responsive, content-rich websites for financial professionals. Emerald's goal as a marketing partner is to help advisors achieve success in

prospecting for new business, retaining existing clients, branding their practices, and building profitable businesses. For more Information, visit [www.emeraldconnect.com](http://www.emeraldconnect.com).

### **About TechLeaders**

TechLeaders is the only conference created specifically for broker-dealer management to experience the latest advances in technology. The conference is designed to give attendees exposure to innovative technologies that can help solve the problems facing broker-dealers and their representatives. TechLeaders is supported by discussion groups, online user forums, and direct access to technology vendors that are solving the challenging problems that broker-dealers and advisors face every day. For more information, visit [www.techleadersconference.com](http://www.techleadersconference.com).

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